

What is Claimed is:

1. A DVD comprising:
a game play including a predetermined outcome, which awards a prize; and
a DVD medium bearing said game play.
2. A DVD comprising:
a first digital work;
a second digital work including one of a first outcome, which awards a prize, and a second outcome, which does not award said prize; and
a DVD medium bearing said first digital work and said second digital work.
3. A DVD comprising:
a first digital work;
a second digital work;
a third digital work including one of a first outcome, which awards a prize, and a second outcome, which does not award said prize; and
a DVD medium bearing said first digital work, said second digital work, and said third digital work.
4. The DVD of Claim 3 wherein the second outcome of said third digital work displays said second digital work.
5. A DVD comprising:
a first digital work;
a second digital work, which is separate and distinct from said first digital work, said second digital work including one of a first outcome, which inhibits said first digital work, and a second outcome, which displays said first digital work; and
a DVD medium bearing said first digital work, and said second digital work.
6. The DVD of Claim 5 wherein said second digital work is a game play.
7. The DVD of Claim 5 wherein said second digital work is an advertisement.

1007261 020709

8. A method of displaying a work from a DVD, said method comprising:

- storing a first digital work on said DVD;
- storing a second digital work on said DVD;
- storing a game play, which is separate and distinct from said second digital work, on said DVD;
- employing said game play having one of a first outcome and a second outcome; and
- selectively displaying said second digital work based upon the first outcome of said game play and, otherwise, inhibiting display of said second digital work.

9. A method of awarding a prize with a DVD, said method comprising:

- storing a first digital work on said DVD;
- storing a second digital work on said DVD;
- storing a game play on said DVD;
- employing said game play having one of a first outcome and a second outcome; and
- selectively awarding a prize based upon the first outcome of said game play, and displaying said second digital work based upon the second outcome of said game play.

10. A method of awarding a prize with a DVD, said method comprising:

- storing a digital work on said DVD;
- storing a game play having a predetermined outcome on said DVD; and
- awarding a prize based upon the predetermined outcome of said game play.

11. The method of Claim 10 further comprising:

- employing as said game play at least one of a click and win, a scratch and win, a match and win, a spin and win, a slot machine, and an instant-win.

12. The method of Claim 10 further comprising:
 storing a commercial associated with said game play on said DVD;
 displaying said commercial;
 receiving input during said step of displaying said commercial;
 and
 providing said game play responsive to said input.
13. The method of Claim 12 further comprising:
 employing a first digital work as said digital work on said DVD;
 storing a second digital work on said DVD;
 employing said game play having one of a first outcome and a second outcome; and
 selectively awarding said prize based upon the first outcome of said game play and displaying said second digital work based upon the second outcome of said game play.
14. A method of advertising using a DVD, said method comprising:
 providing an advertisement including at least one clue on said DVD;
 displaying said advertisement and said at least one clue;
 receiving at least one response;
 determining if said at least one response meets a predetermined condition;
 providing a game play if said at least one response meets said predetermined condition;
 employing said game play having one of a first outcome and a second outcome; and
 selectively awarding a prize based upon the first outcome of said game play and displaying a digital work based upon the second outcome of said game play.

15. The method of Claim 14 further comprising:
employing a commercial as said advertisement;
employing a plurality of clues as said at least one clue; and
employing a plurality of codes corresponding to said clues.
16. The method of Claim 15 further comprising:
providing at least one of said clues prior to displaying said
commercial.
17. The method of Claim 14 further comprising:
receiving said at least one response from a DVD controller.
18. The method of Claim 15 further comprising:
employing a plurality of responses as said at least one response;
determining if one of said responses was received within a
predetermined time after displaying a corresponding one of said clues; and
providing a corresponding one of said codes if a corresponding
one of said responses was within said predetermined time.
19. The method of Claim 18 further comprising:
continuing to display said commercial.
20. The method of Claim 18 further comprising:
determining if another one of said responses was received
within said predetermined time after displaying another corresponding one of said
clues; and
providing a corresponding one of said codes if another
corresponding one of said responses was within said predetermined time.
21. The method of Claim 20 further comprising:
continuing to display said commercial.
22. The method of Claim 21 further comprising:
completing display of said commercial.
23. The method of Claim 15 further comprising:
receiving said codes;
initiating said game play in response to said codes; and
awarding said prize in response to the first outcome of said
game play.

10072617.020709

24. The method of Claim 14 further comprising:
awarding at least one of money, a good and a service as said prize.
25. The method of Claim 24 further comprising:
displaying information related to said prize.
26. The method of Claim 15 further comprising:
employing a digital work on said DVD;
receiving said codes;
initiating said game play in response to said codes; and
providing access to said digital work on said DVD in response to the second outcome of said game play.
27. The method of Claim 26 further comprising:
employing at least one of a video, and at least one photograph as said digital work.
28. The method of Claim 14 further comprising:
employing as said DVD a miniature DVD.
29. The method of Claim 15 further comprising:
providing at least one of said clues from a source external to said DVD.
30. The method of Claim 29 further comprising:
employing at least one of a printed advertisement, an Internet advertisement, and an advertisement at a retail store as said source external to said DVD.
31. The method of Claim 29 further comprising:
employing at least one of a printed advertisement, an audio advertisement, a video advertisement, an Internet advertisement, an advertisement at a retail store, an insert with a product, and a handout with a service as said source external to said DVD.
32. The method of Claim 15 further comprising:
providing at least one of said codes from a source external to said DVD.

33. A method of advertising using at least one advertisement and a DVD, said method comprising:

displaying said at least one advertisement;
associating at least one code with said at least one advertisement;
receiving said at least one code;
determining if said at least one code matches at least one predetermined code and responsively providing a game play on said DVD; and
awarding a prize or displaying a digital work from said DVD based upon said game play.

34. The method of Claim 33 further comprising:
employing as said at least one advertisement a printed advertisement.

35. The method of Claim 33 further comprising:
employing as said at least one advertisement an Internet advertisement.

36. The method of Claim 33 further comprising:
employing as said at least one advertisement an advertisement at a retail store.

37. The method of Claim 33 further comprising:
employing as said at least one advertisement a plurality of advertisements.

38. The method of Claim 37 further comprising:
selecting said advertisements from the list comprising a printed advertisement, an Internet advertisement, a video advertisement, an audio advertisement, and an advertisement at a retail store.

39. The method of Claim 33 further comprising:
providing at least one clue for said at least one advertisement.

40. The method of Claim 39 further comprising:
displaying said at least one clue.

1007661-000700

41. The method of Claim 33 further comprising:
displaying at least one clue for said at least one advertisement
from said DVD.

42. The method of Claim 33 further comprising:
employing a commercial as said at least one advertisement;
initiating said game play in response to said at least one code;
and

awarding said prize in response to said game play.

43. The method of Claim 33 further comprising:
employing a plurality of codes as said at least one code;
initiating said game play in response to said codes; and
awarding said prize in response to said game play.

44. The method of Claim 33 further comprising:
employing a commercial as said at least one advertisement;
employing a digital work on said DVD;
receiving said at least one code;
initiating said game play in response to said at least one code;
and
providing access to said digital work on said DVD in response
to said game play.

45. The method of Claim 44 further comprising:
employing at least one of a video; and at least one photograph
as said digital work.

46. The method of Claim 33 further comprising:
employing a plurality of codes as said at least one code;
employing a plurality of advertisements as said at least one
advertisement; and
providing a plurality of clues to said codes in said
advertisements.

47. The method of Claim 46 further comprising:
providing a final clue as one of said plurality of clues;
providing a final code as one of said plurality of codes; and

displaying a final advertisement including said final clue and said final code.

48. The method of Claim 47 further comprising:
receiving said codes;
initiating said game play in response to said codes; and
awarding said prize in response to said game play.

49. The method of Claim 47 further comprising:
employing one of a printed advertisement, an Internet advertisement, a video advertisement, an audio advertisement, and an advertisement at a retail store as said final advertisement.

50. The method of Claim 33 further comprising:
renting said DVD; and
providing an Internet web site to access said at least one code.

51. A method of distributing a DVD, said method comprising:
employing a DVD with a first digital work and a second digital work;
distributing said DVD;
displaying said first digital work;
employing instructions to purchase said second digital work;
receiving a payment for said second digital work;
sending a code to access said second digital work in response to said payment;

receiving the code to access said second digital work; and
displaying said second digital work responsive to said code.

52. The method of Claim 51 further comprising:
displaying an advertisement before receiving said code.
53. The method of Claim 51 further comprising:
displaying an advertisement after receiving said code.
54. The method of Claim 51 further comprising:
employing a game play before receiving said code.
55. The method of Claim 51 further comprising:
employing a game play after receiving said code.

10072517.020702

56. The method of Claim 51 further comprising:
dialing a "900" telephone number to make said payment.
57. The method of Claim 51 further comprising:
accessing a web site to make said payment.
58. The method of Claim 57 further comprising:
paying by credit card to make said payment.
59. The method of Claim 51 further comprising:
employing an instructional video as said second digital work.
60. The method of Claim 51 further comprising:
employing a movie as said second digital work.
61. The method of Claim 60 further comprising:
employing a preview of said movie as said first digital work.
62. A method of awarding a prize with a DVD, said method
comprising:
 - storing a digital work on said DVD;
 - storing a first game play on said DVD;
 - employing said first game play having one of a first outcome
and a second outcome; and
 - selectively awarding a prize based upon the first outcome of
said first game play, and providing a second game play based upon the second
outcome of said first game play.
63. The method of Claim 62 further comprising:
providing said second game play on a communications
network.
64. The method of Claim 63 further comprising:
employing the Internet as said communications network.
65. The method of Claim 63 further comprising:
collecting demographic information in connection with said
step of providing said second game play on said communications network.

66. A method of advertising using a DVD, said method comprising:
- providing an advertisement including at least one clue on said DVD;
 - displaying said advertisement;
 - displaying said at least one clue;
 - receiving at least one response associated with said advertisement;
 - determining if said at least one response meets a predetermined condition;
 - providing a game play if said at least one response meets said predetermined condition;
 - employing said game play having one of a first outcome and a second outcome; and
 - awarding a prize based upon the first outcome of said game play or displaying a digital work based upon the second outcome of said game play.
67. The method of Claim 66 further comprising:
- displaying said at least one clue before displaying said advertisement.
68. The method of Claim 66 further comprising:
- displaying said at least one clue after displaying said advertisement;
 - redisplaying said advertisement; and
 - receiving said at least one response during said step of redisplaying.
69. A method of advertising using a DVD, said method comprising:
- providing an advertisement on said DVD;
 - displaying said advertisement;
 - displaying at least one question after said step of displaying said advertisement;
 - receiving at least one response to said at least one question;

determining if said at least one response is correct;
providing a game play if said at least one response is correct;
employing said game play having one of a first outcome and a
second outcome; and

awarding a prize based upon the first outcome of said game
play or displaying a digital work based upon the second outcome of said game play.

70. The method of Claim 69 further comprising:
employing a commercial as said advertisement; and
employing at least one of said at least one question associated
with said commercial.

10072617-020702